Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-2 **(Cancelled)**

3. **(Previously presented)** A display device comprising:

(a) an electrical power supply;

(b) an illumination assembly including a light source and a switch electrically interposed between the light source and the electrical power supply; and

(c) a translucent mounting film for mounting the illumination assembly and the mounting film to a smooth substrate, said mounting film having a first major surface and a second, opposite major surface, wherein the illumination assembly and the power supply are mounted to one of said major surfaces and are disposed on only one side of the mounting film, but are not sandwiched between the mounting film and another film, and the mounting film is a static cling film for mounting to the substrate with static attraction.

4. **(Original)** The display device in accordance with claim 3, wherein the mounting film has at least one indicium on at least one of the major surfaces thereof.

5. **(Original)** The display device in accordance with claim 4, wherein the illumination assembly is attached to the first major surface of the mounting film and said at least one indicium is on the second, opposite major surface of the mounting film.

6. **(Currently Amended)** The display device in accordance with claim 4, wherein the illumination assembly is attached to the first major surface of the mounting film and said at least one indicium is also on the first major surface of the mounting film, wherein said at least one indicium is sandwiched between the illumination assembly and the mounting film.

7. **(Original)** The display device in accordance with claim 6, wherein the mounting film is a substantially planar sheet with peripheral edges that extend beyond the illumination assembly.

8. **(Cancelled)**

9. **(Original)** The display device in accordance with claim 4, wherein the mounting film is attached to the illumination assembly by static attraction.

10. **(Original)** The display device in accordance with claim 4, further comprising an adhesive interposed between the mounting film and the illumination assembly for attaching the illumination assembly to the mounting film.

11. **(Original)** The display device in accordance with claim 4, wherein said at least one indicium is selected from the group of alphanumeric characters, photographs, symbols and trademarks.

12. **(Withdrawn)** The display device in accordance with claim 4, wherein said at least one indicium is printed on at least one decorative film attached to said mounting film.

13. **(Withdrawn)** The display device in accordance with claim 12, wherein said at least one decorative film is attached to said mounting film by an adhesive layer interposed between the mounting film and the decorative film.

14. **(Original)** The display device in accordance with claim 4, wherein said at least one indicium is printed onto the mounting film.

15. **(Cancelled)**

16. **(Previously presented)** The display device in accordance with claim 14, wherein the mounting film is transparent.

17. **(Previously presented)** The display device in accordance with claim 14, wherein the mounting film is colored.

18. **(Previously presented)** The display device in accordance with claim 14, wherein said at least one indicium is opaque.

19. **(Original)** The display device in accordance with claim 4, wherein the power supply is a battery.

20. **(Original)** The display device in accordance with claim 19, wherein the battery is mounted to the mounting film.

21. **(Cancelled)**

22. **(Original)** The display device in accordance with claim 4, where in the power supply is a photoelectric transducer.

23. **(Original)** The display device in accordance with claim 4, where in the power supply is alternating current.

24. **(Original)** The display device in accordance with claim 4, where in the switch is manually actuatable.

25. **(Original)** The display device in accordance with claim 4, where in the switch is automatically actuatable.

26. **(Original)** The display device in accordance with claim 25, where in the switch is photo sensing.

27. **(Original)** The display device in accordance with claim 25, where in the switch is motion sensing.

28. **(Original)** The display device in accordance with claim 25, where in the switch is chronologically programmable.

29. **(Original)** The display device in accordance with claim 4, wherein the light source further comprises at least one LED.

30. **(Original)** The display device in accordance with claim 29, wherein said at least one LED further comprises a plurality of LEDs.

31. **(Original)** The display device in accordance with claim 30, wherein the LEDs are positioned to correspond to at least one indicium on said mounting assembly.

32. **(Previously presented)** A display device comprising:

(a) an illumination assembly having an electrical circuit including a battery, a light source and a switch electrically interposed between the light source and the battery; and

(b) a translucent mounting film attached to the illumination assembly, the mounting film having a first major surface and a second, opposite major surface with at least one indicium, wherein the mounting film is a static cling film for mounting the illumination assembly and mounting film to a substrate with static attraction, and wherein the illumination assembly is disposed on only one side of the mounting film, but is not sandwiched between the mounting film and another film.

33. **(Original)** The display device in accordance with claim 32, wherein the light source further comprises at least one LED.

34. **(Original)** The display device in accordance with claim 32, where in the switch is manually actuatable.

35. **(Original)** The display device in accordance with claim 32, wherein the electrical circuit including the battery, the light source and the switch is enclosed within a housing that is attached to the mounting film.

36. **(Previously presented)** A display device in combination with a substrate, the combination comprising:

(a) an illumination assembly having an electrical circuit including a battery, a light source and a switch electrically interposed between the light source and the battery; and

(b) a translucent mounting film attached to the illumination assembly, the mounting film having a first major surface and a second, opposite major surface with at least one indicium, wherein the mounting film is a static cling film mounting the illumination assembly and mounting film to the substrate with static attraction and wherein the illumination assembly is disposed on only one side of the mounting film, but is not sandwiched between the mounting film and another film.

37. **(Original)** The display device in accordance with claim 36, wherein the light source further comprises at least one LED.

38. **(Original)** The display device in accordance with claim 36, where in the switch is manually actuatable.

39. **(Original)** The display device in accordance with claim 36, wherein the electrical circuit including the battery, the light source and the switch is enclosed within a housing that is attached to the mounting film.

40. **(Original)** The display device in accordance with claim 36, wherein the substrate is a window.

41. **(Original)** The display device in accordance with claim 40, wherein the window is vertically oriented.

42. **(Original)** The display device in accordance with claim 40, wherein the window is angled relative to horizontal.

43. **(Original)** The display device in accordance with claim 36, wherein the substrate is a wall.

44. **(Original)** The display device in accordance with claim 36, wherein the substrate is a mirror.

45. **(Previously presented)** A method for displaying at least one indicium, comprising:

(a) constructing an illumination assembly having an electrical circuit including a battery, a light source and a switch electrically interposed between the light source and the battery;

(b) attaching a translucent static cling mounting film to the illumination assembly, the mounting film having a first major surface and a second, opposite major surface, thereby mounting the illumination assembly on only one side of the mounting film, but not sandwiching the illumination assembly between the mounting film and another film;

(c) placing at least one indicium on one of said major surfaces of the mounting film;

(d) seating one of said major surfaces of the mounting film against a substrate;

(e) adhering the mounting film to the substrate with static attraction between the mounting film and the substrate; and

(f) manually actuating the switch.

46. **(Previously presented)** A display device in combination with a smooth, transparent substrate, the combination comprising:

(a) an illumination assembly having an electrical circuit including a battery, a light source and a switch electrically interposed between the light source and the battery; and

(b) a translucent, static cling mounting film attached to the illumination assembly, wherein the illumination assembly is disposed on only one side of the mounting film and is not sandwiched between the mounting film and another film, and the illumination assembly and the mounting film are mounted to the substrate with static attraction, the mounting film having a first major surface and a second, opposite major surface, one of said major surfaces having at least one indicium thereon that is visible when light passes through the translucent mounting film and the substrate.